

- (1) Year Covered: 1994
- (2) Brand Family Name: DAVE'S
- (3) Descriptions: King, F, HP
- (4) Product Length: .83
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16 Nicotine: 1.0 CO.: N/A ✓
- (10) Variety Units Sales: _____
- (11) Variety Dollar Sales: _____
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers) : _____
- (14) CAT-B-Expenses (Magazines) : _____
- (15) CAT-C-Expenses (Outdoor) : _____
- (16) CAT-D-Expenses (Audio Visual): _____
- (17) CAT-E-Expenses (Public Transport.) : _____
- (18) CAT-F-Expenses (Direct Mail) : _____
- (19) CAT-G-Expenses (Point of Sale): _____
- (20) CAT-H-Expenses (Promotional Allowances) : _____
- (21) CAT-I-Expenses (Sampling) : _____
- (22) CAT-J-Expenses (Items) : _____
- (23) CAT-K-Expenses (Public Entertainment) : _____
- (24) CAT-L-Expenses (Endorsement) : _____
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____
- (26) CAT-N-Expenses (All Others) : _____
- (27) Total Reportable Expenditures For Variety: _____
- (28) Sporting Events: _____

(41) No

- (1) Year Covered: 1994
(2) Brand Family Name: DAVE'S
(3) Descriptions: King, F, HP, Lights
(4) Product Length: .83
(5) Filter: X Non-Filter: _____ (check one)
(6) Hard Pack: X Soft Pack: _____ (check one)
(7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
(8) Num Per Pack: 20
(9) "Tar": 11 Nicotine: 0.8 CO.: N/A ✓
(10) Variety Units Sales: _____
(11) Variety Dollar Sales: _____
(12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers) : _____
(14) CAT-B-Expenses (Magazines) : _____
(15) CAT-C-Expenses (Outdoor) : _____
(16) CAT-D-Expenses (Audio Visual): _____
(17) CAT-E-Expenses (Public Transport.) : _____
(18) CAT-F-Expenses (Direct Mail) : _____
(19) CAT-G-Expenses (Point of Sale): _____
(20) CAT-H-Expenses (Promotional Allowances) : _____
(21) CAT-I-Expenses (Sampling) : _____
(22) CAT-J-Expenses (Items) : _____
(23) CAT-K-Expenses (Public Entertainment) : _____
(24) CAT-L-Expenses (Endorsement) : _____
(25) CAT-M-Expenses (Retail Value & Coupon) : _____
(26) CAT-N-Expenses (All Others) : _____
(27) Total Reportable Expenditures For Variety: _____
(28) Sporting Events: _____

(41) No

- (1) Year Covered: 1994
(2) Brand Family Name: MARLBORO
(3) Descriptions: 100, F, SP (Red Package)
(4) Product Length: 100
(5) Filter: X Non-Filter: _____ (check one)
(6) Hard Pack: _____ Soft Pack: X (check one)
(7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
(8) Num Per Pack: 20
(9) "Tar": 15 Nicotine: 1.1 CO.: N/A 15
(10) Variety Units Sales: _____
(11) Variety Dollar Sales: _____
(12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers) : _____
(14) CAT-B-Expenses (Magazines) : _____
(15) CAT-C-Expenses (Outdoor) : _____
(16) CAT-D-Expenses (Audio Visual): _____
(17) CAT-E-Expenses (Public Transport.) : _____
(18) CAT-F-Expenses (Direct Mail) : _____
(19) CAT-G-Expenses (Point of Sale): _____
(20) CAT-H-Expenses (Promotional Allowances) : _____
(21) CAT-I-Expenses (Sampling) : _____
(22) CAT-J-Expenses (Items) : _____
(23) CAT-K-Expenses (Public Entertainment) : _____
(24) CAT-L-Expenses (Endorsement) : _____
(25) CAT-M-Expenses (Retail Value & Coupon) : _____
(26) CAT-N-Expenses (All Others) : _____
(27) Total Reportable Expenditures For Variety: _____
(28) Sporting Events: _____

(41) No

- (1) Year Covered: 1994
- (2) Brand Family Name: MARLBORO
- (3) Descriptions: 100, F, HP (Red Package)
- (4) Product Length: 99
- (5) Filter: X Non-Filter: _____ (check one)
- (6) Hard Pack: X Soft Pack: _____ (check one)
- (7) Menthol: _____ Non-Menthol: X Other: _____ (check one)
- (8) Num Per Pack: 20
- (9) "Tar": 16 Nicotine: 1.2 CO.: N/A 15
- (10) Variety Units Sales: _____
- (11) Variety Dollar Sales: _____
- (12) First Date Sold: N/A Last Date Sold: N/A

Reportable Expenditures

- (13) CAT-A-Expenses (Newspapers) : _____
- (14) CAT-B-Expenses (Magazines) : _____
- (15) CAT-C-Expenses (Outdoor) : _____
- (16) CAT-D-Expenses (Audio Visual): _____
- (17) CAT-E-Expenses (Public Transport.) : _____
- (18) CAT-F-Expenses (Direct Mail) : _____
- (19) CAT-G-Expenses (Point of Sale): _____
- (20) CAT-H-Expenses (Promotional Allowances) : _____
- (21) CAT-I-Expenses (Sampling) : _____
- (22) CAT-J-Expenses (Items) : _____
- (23) CAT-K-Expenses (Public Entertainment) : _____
- (24) CAT-L-Expenses (Endorsement) : _____
- (25) CAT-M-Expenses (Retail Value & Coupon) : _____
- (26) CAT-N-Expenses (All Others) : _____
- (27) Total Reportable Expenditures For Variety: _____
- (28) Sporting Events: _____

(4) No